



# BLOCKBUSTER SOLUS SPECIAL

**CTV | DESKTOP | MOBILE | TABLET | SKY Q**

Our brand-new Blockbuster Solus Special is all about exclusivity, giving your brand the opportunity to take centre stage as the only ad in the pre-roll around all of RTÉ Player's on-demand movie content.

This means that the viewer will only see one ad, your ad, for the entire movie. **1 movie, 1 pre-roll, 1 ad** - it's as simple as that!

- We can run this campaign across all platforms from **CTV** to **Desktop, Mobile & Sky Q**.
- We can work with brands **on lengths**. Please enquire should you have any longer length campaigns.
- Available through **IO** and **programmatic bookings**.

## OFFER DETAILS:

**Solus ad at the beginning of the movie** (Pre-roll, no mid rolls) One solus ad per user per movie

**€125 cpm** (based on 30" rate)

**Overall price** determined by client specifications

**On demand content**

**10" - 60"+ lengths**

Min. campaign length **1 month/ 4 weeks**

## OPTION 1

Exclusive on **all available imps** for the month/s

## OPTION 2

Min. spend **€5k** - Non-exclusive, monthly budget committed and delivered, only available if exclusive is not booked

## TERMS & CONDITIONS

- Rate based on 30"
- Option 1: Exclusive on all available imps for the month/s - Budget to be reconciled & billed post TX
- Option 2: Min. spend €5k - Non-exclusive, monthly budget committed and delivered, only available if

- exclusive is not booked, booking confirmation will be 28 days in advance of 1st of month
- Movie titles / avails fluctuate by month
- Programmatic bookings - Separate tag required

- IO - "Blockbuster Solus Special" noted in campaign name & sales house notes
- Once bookings have been confirmed they are non-cancellable & non-transferable

